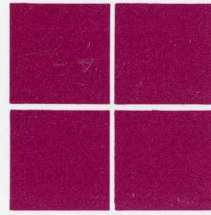




# Commerce Quarterly



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Volume III, No. I

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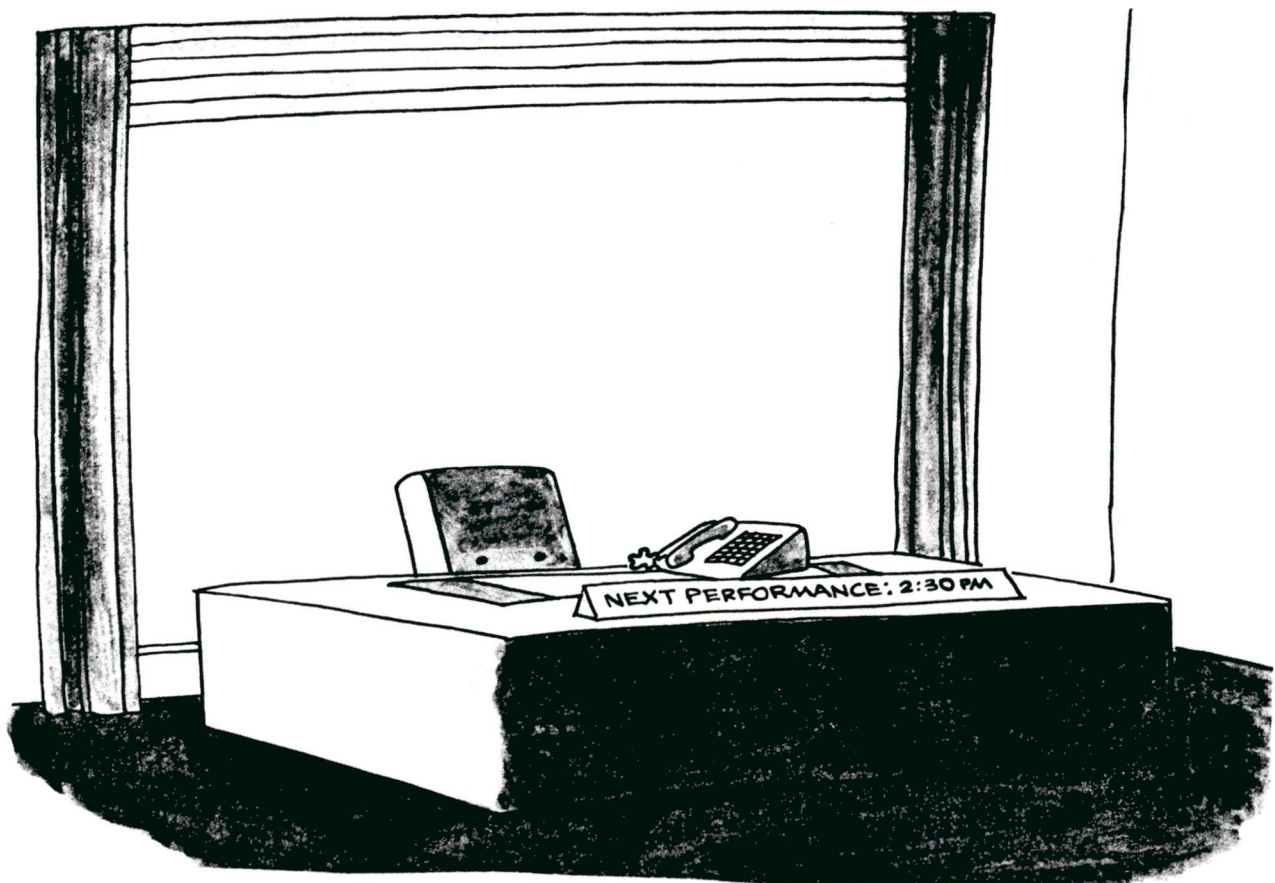
I would like to congratulate our faculty members who have contributed to the current issue of the Quarterly and who have contributed to their respective fields of endeavour. The continued teaching, research and administrative efforts of our members have brought to this faculty deserved acclaim. We must continue to impact upon these avenues in keeping our vision alive. We are receiving these most positive accolades because we are transmitting our productivity, imagination, expertise and continued development to the business and academic communities. Bravo!

As we move along, I feel my messages should become somewhat shorter. Since a picture is perceived as being worth a thousand words, may I offer you 1,000 semantic units!

My best to all.



Steven H. Appelbaum, Dean  
Faculty of Commerce and Administration



October 9, 1985

*THE CHRONICLE OF HIGHER EDUCATION • INTERNATIONAL*

**Quebec Judge Dismisses  
Student's Suit over Grades**

A judge in Quebec City has ruled that a student at Laval University has no legal recourse in a dispute over his grades. In a precedent-setting decision, Judge Jacques Delisle of Quebec Superior Court told Raymond Malo that as long as the university had not acted arbitrarily or in bad faith, the court could not act in the case.

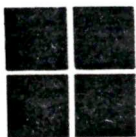
Judge Delisle criticized Mr. Malo for going to court and warned others against following the student's lead. "In a labor market where there is place only for competent people," said the judge, "the plaintiff would be better off rolling up his sleeves and agreeing to take exams like every other student rather than trying to get his marks by legal means."

When Mr. Malo failed a cultural-geography seminar in 1980 because of an "attitude incompatible with the university," he complained to various university bodies that he should be judged on his academic record, not his attitude.

Yes, there is a God above !!!

Allen Appelbaum





## **NEW FACULTY MEMBERS**

We would like to welcome the following new faculty members:

### **DEPARTMENT OF ACCOUNTANCY**

#### **Roger Collins, Assistant Professor**

Roger Collins joined Concordia after spending a year teaching in Ohio and California. Prior to this he was Senior Lecturer, Accounting and Finance at the Middlesex Polytechnic - London, England. He holds a Bachelor's degree in Business Studies from the Hatfield Polytechnic, a Post-graduate Marketing Diploma and a Masters degree in Accounting from the London School of Economics. Before becoming an educator he worked in British industry for Electrolux U.K. and Fine Fare U.K. (a division of Associated British Foods), amongst others. His research interests concern the impact of technology on management accounting.

#### **Peter Charlton, Sessional Lecturer**

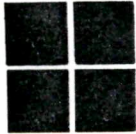
A graduate of Loyola in 1977 with a Bachelor of Commerce, Mr. Charlton went on to obtain his C.A. in 1980. Employed by Arthur Andersen for his first five years in Public Accounting, and then by Fuller Jenks Landau for the next four years, he has taught various courses in the accounting stream from intermediate accounting to corporate taxation on a part-time basis for the last four years.

### **DEPARTMENT OF FINANCE**

#### **Devinder K. Gandhi, Professor and Chairman**

Dr. Dev. K. Gandhi, returns to us from the University of Ottawa. Dev. received his Ph.D. from the Wharton School at the University of Pennsylvania and has since published extensively in the areas of corporate finance, public finance and taxation. He has also co-authored a popular Canadian textbook in managerial finance. Dev. is a Vice-President of ASAC and editor for the ASAC Bulletin. For the past two years he has led the SSHRC funded workshops which have received critical acclaim.





**Jihad Nader**, Assistant Professor

Jihad Nader is a Ph.D. candidate in Finance at the University of Toronto. For the past two years he has been teaching at Wilfrid Laurier University.

**Peter Walker**, Assistant Professor

Peter Walker comes to us from Memorial University where he has been teaching for the past five years. Prior to that he worked as a consultant to the Governments of Alberta and Newfoundland.

**Claude Henin**, Visiting Professor

Claude Henin is on sabbatical from the University of Ottawa. Dr. Henin obtained his Ph.D. from Carnegie-Mellon and has published widely in the areas of finance and management sciences.

**Paul Leventhal**, Sessional Lecturer

Paul Leventhal is an MBA graduate from Concordia and was Chairman of the Concordia University MBA Case Competition in 1984.

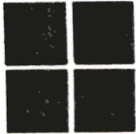
**DEPARTMENT OF MANAGEMENT**

**Rosalind Knitter**, Sessional Lecturer

Rosalind Knitter is a recent MBA graduate from Concordia. She spent a year teaching English in Korea for the Peace Corps and has also taught in the public school system in the United States.

**Sara Levinson**, Sessional Lecturer

Sara Levinson is an MBA Graduate from the University of Western Ontario. Not really new to Concordia, Sara has been with us before as a part-time instructor. Her wide range of interests and diverse background includes teaching classes dealing with writing blocks, writing term papers and general writing problems at the New School, Dawson College and working as a freelance communications consultant.



**Willard Porterfield, Executive in Residence**

Willard Porterfield brings his expertise in the field of International Banking to the Management Department. Mr. Porterfield has many years of experience in a wide range of executive posts working in Asia for the First National City Bank and later, in Montreal, with the Royal Bank of Canada. Some of Mr. Porterfield's experience includes policy formulation for international planning and direction, socio-political assessment, political risk determination and development economics. He is a member of the Board and the Finance Committee, Canadian Centre for Arms Control and Disarmament, Ottawa.

**DEPARTMENT OF MARKETING**

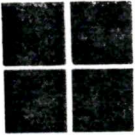
**Jerry Rosenblatt, Assistant Professor**

Jerry Rosenblatt holds a B.A. (Political Science) from McGill University in Montreal, and obtained his M.B.A. and Ph.D. at Concordia University. Prior to joining our university, he was Visiting Assistant Professor of Marketing at McGill University. His research interests include consumer behavior and marketing research. His teaching interests are similarly Consumer Behavior, Marketing Research, Marketing Theory and Marketing Management. He has published articles in the Journal of Economic Psychology, Advances in Consumer Research, Marketing, AMA Proceedings, and SMA Proceedings. He has also won several awards including the Summer Doctoral Fellowship (competitive), the Seagram/Bronfman Business Doctoral Fellowship, and the 1984 Administrative Sciences Association of Canada Best Doctoral Student Paper Award.

**DEPARTMENT OF QUANTITATIVE METHODS**

**David Scott, Assistant Professor**

David Scott holds a B.A. in Psychology from Kalamazoo College (Michigan), a M.A. in Psychology from Simon Fraser University, a M.Sc. in Statistics from Stanford University and a Ph.D. in Engineering and Public Policy from Carnegie-Mellon University. Prior to joining the Commerce faculty, Dr. Scott worked as a consultant to public transport agencies on routing and scheduling problems. His current research interests include routing and scheduling in transportation and problems of scaling in the behavioral sciences.



**Pierre Balthazard, Sessional Lecturer**

Pierre A. Balthazard obtained his B.Sc. from McGill University where he continued his studies part-time in the MBA programme. For the past 3 years he has held a Faculty of Management position at McGill, teaching in the M.I.S. area. He also managed the computer resources of the faculty through its main facility: the Sandiford Computing Facility. Other endeavors include consulting in information systems and entrepreneurship. Current interests include structured design of business systems and inventory control applications. Future studies in the area are expected.

**Cory Boon, Sessional Lecturer**

Cory Boon obtained her B.Sc. in Microbiology and Immunology from McGill University and her MBA from Concordia University, where her studies concentrated in the areas of finance and quantitative methods. Teaching interests include statistics, data processing and future studies in the use of statistics in marketing are a possibility.

**Elias El Khalil, Sessional Lecturer**

Elias El Khalil obtained his B.Sc. in Electrical Engineering and his M.Sc. in Systems Sciences both from Ottawa University, he worked in project management and cost analysis before joining Concordia University. His research interests focus on mathematical modelling and optimization, his teaching interests are in the area of operations research and statistics.

**AWARDS, PRESENTATIONS AND PUBLICATIONS**

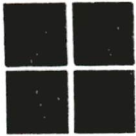
**ROBERT BLOOM**, Professor, Department of Accountancy

**Publications**

"Accounting for Monetary Items Under Conditions of Changing Prices: An International Perspective, coauthored. The Chartered Accountant in Australia, Part I, October 1984; Part II, November 1984.

"American and Canadian Accounting Standard Setting: A Comparative Analysis," International Journal of Accounting Education and Research (forthcoming).





**ROBERT BLOOM** (continued)

"Should Free Standing Schools of Accounting Be Established?" FSA Newsletter, Fall 1984.

"A Comparison of American and Canadian Accounting Standard Setting," Proceedings of the Concordia Symposium on Standard Setting, (forthcoming).

"The Desirability of Social Responsibility Reporting: An Assessment," coauthored; Cost and Management, (forthcoming).

"A Modification in the Application of the Realization Principle," The International Accountant, July 1985.

"On the Image of the Professional Accountant," in "The Forum," coauthored; CGA Magazine, July 1985.

"A Checklist on Interviewing for Academic Positions," Accounting Education News, American Accounting Association, June 1985.

"Inflation Accounting: An Analysis of Different Accounting Models." Research Bulletin (Institute of Cost and Works Accountants of India), January 1985.

Presentations

"Cultural Differences Between Canada and the United States: Impact on Canadian Accounting." Presentation at the Conference on Accounting and Culture, Amsterdam, the Netherlands, June 1985.

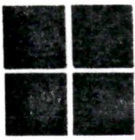
"Economic Consequences in Canadian Standard Setting: A Teaching Tool," (with M. Ahemd Naciri, UQAM). Presentation at the Canadian Academic Accounting Association Meeting, HEC, Montreal, May 1985. Also to appear in the Proceedings.

Book Reviews

A. Belkaoui, Socio-Economic Accounting (Quorum, 1984). Accounting Review, July 1985.

E. Meddaugh, Guide to Professional Accounting Standards (Prentice-Hall, 1983). AGA Journal, Fall 1984.

K. Most, Accounting Theory (Grid, 1982). AGA Journal, Winter 1984.



**ROBERT BLOOM** (continued)

D. Bok, Beyond the Ivory Tower: Social Responsibilities of the Modern University (Harvard, 1982). Human Systems Management, forthcoming.

Other Activities

Continuing to serve on the Editorial Board of Data Management, (since fall 1983).

Reappointed for 1985-86 to the Committee on Education, Academy of Accounting Historians.

Appointed to the Screening Subcommittee of the Notable contribution to Accounting Literature Committee of the American Accounting Association, 1985-86.

**J.D. BLAZOUSKE**, Professor and Chairman, Department of Accountancy

Professor Blazouske has recently been named the Canadian representative on the Education Committee of the International Federation of Accountants, a world-wide professional accounting organization.

**A.I. BRODT**, Associate Professor, Department of Finance

Paper Presentation

"Management of Foreign Exchange Risk and International Cash Management," the Symposium on Cash, Treasury and Working Capital Management in Montreal, July 8-10, 1985.

**H. DAUDERIS**, Associate Professor, Department of Accountancy (on sabbatical)

On Monday, August 17, 1985, Holt, Rinehart and Winston of Canada author Henry Dauderis was honored on the occasion of his selling over 100,000 copies of his text, "Basic Financial Accounting". In a presentation during the American Accounting Association Meeting in Reno, Nevada, Professor Dauderis was presented with a leather bound copy of his most recent edition.





Among those attending the presentation were J.D. Blazouske, Chairman of the Department of Accounting at Concordia; Len Brooks, University of Toronto; Michael Gibbins, University of Alberta; Stephen Spector, CGA Canada; Milou Erikson, Society of Management Accountants; Wai P. Lam, University of Windsor; Ike Reynolds of the University of North Carolina, and Doug Hillman of Drake University.

Professor Dauderis has been a Holt Author Since 1975 and has authored three editions; his next text is slated for 1986 publication.

**JOHN DOUKAS**, Assistant Professor, Department of Finance

Articles Accepted for Publication

"A Model for International Credit Determination: Empirical Evidence from U.S. and Japan," Journal of Banking and Finance, March 1986 (with A. Jalilvand).



JOHN DOUKAS (continued)

Presentations

"Sovereign Risk and International Lending Interactions," American Economic Association (AEA) Annual Meeting, New York, December 28-30, 1985 (with A. Jalilvand).

"Perceived Risk of Default and Banks' International Lending Decisions," American Finance Association (AFA) Annual Meeting, New York, December 28-30, 1985 (with A. Jalilvand).

"Perceived Risk of Default and the Pattern of U.S. Banks' International Lending," North American Economics and Finance Association (NAEFA) Annual Meeting, New York, December 28-30, 1985 (with A. Jalilvand).

Other Activities

Discussant of the paper entitled "Designing the Most Tax Efficient Optimal Redemption Price Schedule for a Corporate Bond," by J. Finnerty, at the 15th Financial Management Association annual meeting, Denver, U.S., October 1985.

H.A. EISELT, Associate Professor, Department of Quantitative Methods

Articles in Journals

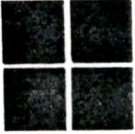
"Computational Experience with External Pivoting" with (C.L. Sandblom and R. DeMarr), COAL Newsletter, No., 12, 1985, pp. 16-20.

Articles in Proceedings

"Location Problems in Trees with Minimax Objective - Part I," Proceedings of the ASAC, vol. 6, part 2, Montreal, 1985, pp. 1-12.

"Location Problems in Trees with Minimax Objective - Part II," Proceedings of the ASAC, vol. 6, part 2, Montreal, 1985, pp. 13-29.

"On the Location of a New Service Facility in an Urban Area" (with G. Pederzoli and C.L. Sandblom), Proceedings of the ASAC, Real Estate Division, Montreal 1985.



**H.A. EISELT** (continued)

Articles Accepted for Publication

"External Pivoting in the Primal Simplex Algorithm" (with C.L. Sandblom), accepted by Statistica Neerlandica, May 1985.

"On Estimating Optimal Bases for Linear Programs" (with C. L. Sandblom), accepted by Journal of Information and Optimization Sciences, May 1985.

"A Note on P-Center Problems in the Plane" (with G. Charlesworth), accepted by Transportation Science, June 1985.

Articles Submitted for Publication

"Discrete-Time Optimal Control of an Economic System Using Different Objective Functions" (with C.L. Sandblom and K.O. Jörnsten).

"A Location Problem with Minimax Objective," June 1985.

"Theorems on Minimax Locations in Trees," July 1985.

"On the Graphical Representation of Some Pivoting Methods" (with G. Pederzoli and C.L. Sandblom), September 1985.

Conference Presentations

"A Minimax Location Problem in Graphs," presented at the Optimization Days, Montreal, 1985.

"Experiments with External Pivoting", presented at the Optimization Days, Montreal, 1985.

"A Location Problem Minimax Objective," presented at the 11th Workshop on Graphtheoretic Concepts in Computer Science WG85, Würzburg, West Germany, 1985.

"Integer Maximin Knapsack Problems," presented at the School on Combinatorial Optimization, Rio de Janeiro, Brazil, 1985.

Other Activities

Session Chairman at Optimization Days, Montreal, 1985.

Referee for CJAS, INFOR and Computers and Operations Research.

2nd Installment of NSERC grant.



**ALI FARHOOMAND**, Assistant Professor, Department of Quantitative Methods

Publication

"The Feasibility of Computers in Small Business Environment," American Journal of Small Business, Vol. IX, No. IV, 1985 (with G. Hrycyk).

Paper Presentations

"The Organizational Impacts of Personal Computing," The second Annual Canadian Conference on Personal Computing in Business, Toronto, September 30 - October 1.

"Microcomputers in Dairy Farming: The Resulting Changes in Productivity," American Institute for Decision Sciences 17th Annual Conference, Las Vegas, November 11-13, (with T. Caza).

Other Activities

Organizer and Co-chairman of the Second Annual Canadian Conference on Personal Computing in Business, promoted by CCMS in cooperation with Teleglobe Canada, Toronto, September 30 - October 1.

**S.K. GOYAL**, Professor Department of Quantitative Methods

Recent Publications

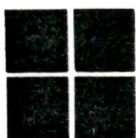
"Optimization of the Decentralized Cash Management Problem," European Journal of Operational Research, 20, 1985, p. 198-205 (with Professor M. Anvari, Department of Quantitative Methods, Concordia University).

"A Generalized Production - Inventory Model for a Product Manufactured on a Single Machine," Journal of the Institution of Engineers (India), 65, Pt. ME5, 1985, p. 141-143.

"Economic Order Quantity Under Conditions of Permissible Delay in Payments," Journal of the Operational Research Society, 36(4), 1985, p. 335-338.

"Economic Order/Batch Quantity for a Product Available in Boxes," Journal of the Institution of Engineers (India), 65, Pt. ME5, 1985, p. 144-146.





**S.K. GOYAL** (continued)

"The Economics of Two-pass Machining Operation," Engineering Costs and Production Economics, 6, 1985, p. 263-267.

Papers Accepted for Presentation in Conferences

"Heuristic Methods for Scheduling Maintenance Schedules for a Group of Machines," American Institute of Decision Sciences, Las Vegas, November 1985.

"An Application of Stochastic Linear Programming," Annual Conference of the Operational Research Society of India, Jamshedpur, India, December 1985 with Professor M. Kusy and Professor R. Soni, Department of Quantitative Methods, Concordia University).

"Determining Economic Production Quantity in Multi-Stage Production Systems," Annual Conference of the Operational Research Society of India, Jamshedpur, India, December 1985.

Papers Accepted for Publication in Journals/Refereed Conference Proceedings

"Multi-item Inventory Grouping with Dependent Set-up and Group Overhead Cost," Engineering Costs and Production Economics, (with Professor A.K. Chakravarty, Department of Management Science, University of Wisconsin).

Determination of Economic Production Policy with Dynamic Demand and Production Capacity Constraint," Proceedings of the 8th International Conference in Production Research, Germany (with Professor E. Mahmood, West Virginia University).

A note on "Determination of Coordinated Maintenance Scheduling Frequencies for a Group of Machines," American Institute of Industrial Engineers (Transactions), (with Professor M. Buyukkurt, Department of Quantitative Methods, Concordia University).

Reply to the Comments on the paper "Economic Order Quantity Under Conditions of Permissible Delay in Payments," Journal of the Operational Research Society.

"A Constant Lot Size Model with Equal and Unequal Sized Batch Shipments," Engineering Costs and Production Economics, (with Professor A.Z. Szendrovits, Department of Management Science, McMaster University).



**S.K. GOYAL (continued)**

Reply to the comment on the paper "Improving UAM for Transportation Problems," Journal of the Operational Research Society.

"Determination of Economic Shutdown Frequency of a Process Unit," The Plant Engineer.

"Determining Economic Maintenance Frequency for a Family of Machines," Journal of the Operational Research Society (with Professor M. Kusy, Department of Quantitative Methods, Concordia University).

"On Improving Replenishment Policies for Linear Trend in Demand," Engineering Costs and Production Economics.

Comments on "Anthropology and Operational Research," Journal of the Operational Research Society.

"Economic Replenishment Interval for an Item Having Positive Linear Trend in Demand," Engineering Cost and Production Economics (with Professor M. Kusy and Professor R. Soni, Department of Quantitative Methods, Concordia University).

These papers, presented at the Third International Symposium, Budapest, Hungary in August 1984, have been accepted for publication in the conference proceedings jointly published by the Elsevier Scientific Publishing Co., Amsterdam and Akademiai Kiado, the Publishing House of the Hungarian Academy of Sciences.

"Economic Replenishment Interval for an Item Having Linear Trend in Demand," (with Professor R. Soni, Department of Quantitative Methods, Concordia University).

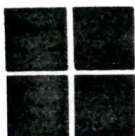
"Economic Ordering Policy for a Product with Periodic Price Changes."

"Economic Packaging Frequency of Jointly Replenished Items with Multiple Manufacturing and Packaging Cycles" (with Professor R. Soni, Department of Quantitative Methods, Concordia University).

Papers Refereed & Reviewed

"A Multi-Period Breakeven Analysis," Proceedings of the Management Science Division of the Administrative Sciences Association of Canada.





**S.K. GOYAL (continued)**

"Computationally Efficient Optimal Solution to the Lot Sizing Problem in Multi Stage Assembly Systems," Zentralblatt Fur Mathematik.

"A Combined Vehicle Routing and Inventory Allocation Problem," Zentralblatt Fur Mathematik.

"An Empirical Comparison of Two Approximately Optimal (s, S) Inventory Policies," Journal of the Operational Research Society of India.

"Inventory Returns and Special Sales for the Order Level Lot Size System with Constant Rate of Deterioration," European Journal of Operational Research.

"Optimum Ordering Interval for Exponentially Decaying Inventory with Varying Decay Rate and with Known Demand," Journal of the Operational Research Society of India.

Prepared Abstracts of the Following Papers (for OR/MS Abstracts Published by the Executive Sciences Institute)

"Economic Order Quantity Under Conditions of Permissible Delay in Payments."

"Optimization of the Decentralized Cash Management Problem."

Other Activities

During this summer, Suresh Goyal spent five weeks visiting the Department of Actuarial and Management Science, University of Manitoba, Winnipeg. He gave a seminar on "Heuristic Methods for Determining Maintenance Schedules for a Group of Machines."

**A. HOCHSTEIN**, Assistant Professor, Department of Finance

Publication

An Introduction to Microeconomics: A Student Oriented Approach (1985, John Abbott College Press). This is a 300 page textbook.

Presentations

"Improved Pedagogical Approach to the Investment Multiplier", the Atlantic Economic Society Conference in Washington, D.C., August 29 - September 1, 1985.



**A. HOCHSTEIN** (continued)

"Estimation of the Effect of Ethnicity and Other Factors on the Demand for Food at Steinberg's in Montreal", paper accepted for presentation at the Atlantic Schools of Business Conference at Acadia University in Wolfville, Nova Scotia, November 7-9, 1985. Co-authored with François Grenier, Ph.D. student at Concordia.

**ABOLHASSAN JALILVAND**, Associate Professor Finance

Publication

"Sovereign Risk and International Lending: Theoretical and Empirical Analysis," Journal of Banking and Finance, (March, 1986).

Presentations

"On Corporate Debt Maturity Structure Decisions." Accepted for presentation in the Financial Management Association, Denver, Colorado, October 1985 (with N. Ursel).

"Perceived Risk of Default and Banks' International Lending Decisions." Invited for presentation at the American Finance Association, New York, December 1985 (with J. Doukas).

"Sovereign Risk and International Lending Interactions." Accepted for presentation at the American Economic Association, New York, December, 1985 (with J. Doukas).

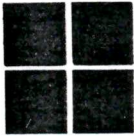
**M. JAMAL**, Associate Professor, Department of Management

Publications

"Relationship of Job Stress to Job Performance: A Study of Managers and Blue-Collar Workers," Human Relations, 1985, 38, pp. 409-424.

Concordia study documents "Problems Linked to Shift Work , Montreal Gazette, Saturday," September 14, 1985.

"Study Finds that Shift Work Puts Heavy Strain on Mind and Body," Canadian Science, 1985, Vol. 4, No., 2.



**M. JAMAL** (continued)

Research Grant

Professor Jamal received a team research grant (with Professor V.V. Baba) from FCAC to study employee-organization linkages and job stress. The amount awarded is over \$25,000.

Other Activities

Interviewed by Leslie Roberts for Pulse (CFCF) News concerning shift workers' problems. The interview was shown on October 7, 1985 under the Medical Report.

**G. JOHNS**, Professor, Department of Management

Gary Johns has received the 1985 Edwin E. Ghiselli Award for Research Design from the Society for Industrial and Organizational Psychology, Division 14 of the American Psychological Association. The award is given "for the best proposed research design in which basic scientific methods are applied to problems concerning human behavior in organizations." The award was presented August 24 at the Los Angeles Convention Center.

**R. KAPOOR**, Assistant Professor, Department of Accountancy

Accepted for Publication

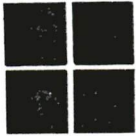
"Education of the Professional Accountant: An Empirical Study," (co-authored), The Canadian Journal of Higher Education, Vol. 15, No.2, 1985.

**V. H. KIRPALANI**, Professor, Department of Marketing

Publications

"International Marketing and the Quality of Life," Chapter in forthcoming book to be published by Quorum Books.

"Standardization of International Advertising Campaigns: A Review Article," Proceedings Academy of International Business Far East Region Conference, Hong Kong, July 1985, with R. Darmon and M. Laroche.



**V.H. KIRPALANI (continued)**

Other Activities

Member of American Marketing Association Presidential Task Force on International Involvement.

Chairman, Program Committee of International Marketing Conference sponsored by the American Marketing Association and the National University of Singapore to be held in Singapore June 16-18, 1986.

**MICHEL LAROCHE**, Professor, Department of Marketing (on sabbatical)

Publications

Friedhelm Bliemel and Michel Laroche, "Consumer Brand Categorization and Price-Quality Evaluation," in Hermann Simon, Ed., Proceedings of the XIVth Annual Conference of the European Marketing Academy, April 10-12, 1985, Bielefeld (West Germany).

René Y. Darmon and Michel Laroche, Advertising Management in Canada, Instructor's Manual, John Wiley & Sons, Canada (1985), 705 pages.

Michel Laroche, "A Method for Detecting Nonlinear Effects in Cross-Sectional Survey Data," The International Journal of Research in Marketing, Vol. 2, No. 1 (1985), 61-72.

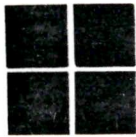
René Y. Darmon, Michel Laroche and John V. Petrof, Marketing in Canada: A Management Perspective, Toronto: McGraw-Hill Ryerson (1985), 760 pages.

René Y. Darmon, Michel Laroche and John V. Petrof, Marketing in Canada: A Management Perspective: Instructor's Manual, Toronto McGraw-Hill Ryerson (1985), 728 pages.

René Y. Darmon, Michel Laroche and John V. Petrof, Study Guide to Accompany Marketing in Canada: A Management Perspective, Toronto: McGraw-Hill Ryerson (1985), 217 pages.

Nancy J. Church, Michel Laroche and Jerry Rosenblatt, "Consumer Brand Categorization for Durables with Limited Problem Solving: An Empirical Test and Proposed Extension of the Brisoux-Laroche Model," Journal of Economic Psychology, Vol. 6, No. 3 (September 1985).





**MICHEL LAROCHE (continued)**

Michel Laroche, "Consumer Research on French Canadians: Historical Perspectives and Methodological Issues," in Chin Tiong Tan and Jagdish N. Sheeth, eds., Historical Perspectives in Consumer Research: National and International Perspectives, National University of Singapore (1985), 37-41.

René Y. Darmon, V. H. Kirpalani and Michel Laroche, "Standardization of International Advertising Campaigns: A Review Article," in Proceedings of the Inaugural Meeting of the Southeast Asia Region of the Academy of International Business, K.C. Mun and T.S. Chan, eds., Chinese University of Hong Kong (1985), 30-35.

Working Papers

Michel Laroche, "A Generalized Method of Orthogonal Polynomials: REGOP and GRAF Programs," working paper #85-004, Concordia University (1985).

Michel Laroche, "How Consumers Process Information When Faced with Many Alternative Choices," working paper #85-018, Concordia University (1985).

Michel Laroche, K. Lee McGown and Lise Héroux, "An Experimental Investigation of Factors Affecting Product Label Information Processing," working paper #85-026, Concordia University (1985).

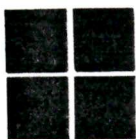
Michel Laroche, Jerry Rosenblatt, Leon Wahler and Friedhelm Bliemel, "Economic Considerations for Dispensing Pharmacists: the Impact of Price-Quality Evaluations on Brand Categorization," working paper #85-027, Concordia University (1985).

Michel Laroche, Jerry Rosenblatt and Terrill Manning, "Services and Factors Considered Important in Selecting a Bank: An Investigation Across Diverse Demographic Segments," working paper #85-029, Concordia University (1985).

Other Activities

Michel Laroche organized the 1985 Annual Conference of the Administrative Sciences Association of Canada which took place in Montreal, May 27-29, 1985 and attracted 330 participants from several countries. Next year's conference will take place in Whistler, B.C., on June 1-3, 1986 at the same time as Expo '86. Please get your papers ready soon.

Michel Laroche is the 1985-86 President of ASAC.



**MICHEL LAROCHE** (continued)

Michel Laroche, "A Simple Approach to Forecasting Market Shares Following Economic Shocks," paper presented at the Fifth International Symposium on Forecasting, Montreal (June 9-12, 1985).

Michel Laroche chaired the session entitled, "China: Chinese Canadian Views," at the 1985 Academy of International Business Meeting in Hong Kong, July 4-6, 1985.

Michel Laroche was invited by the Instituto de Turismo de Cuba and the Quebec Minister of International Relations to give a two-week seminar on Research Methodology in Tourism in Havana, August 26 - September 6, 1985.

Michel Laroche has also been appointed Program Chairman of the 13th International Seminar of Research in Marketing, which will take place on May 21-23, 1989 in La Londe Les Maures (French Riviera). This seminar is sponsored by the French Foundation for Management Education and the American Marketing Association.

**R.A. LONG**, Professor, Department of Accountancy

Presentation

Professor Long delivered a paper entitled "Comprehensive Auditing in the Private Sector -- A growth Industry Relevant to Management Accountants" to the Annual Conference of the Society of Management Accountants of Canada in Niagara Falls, July 1985. The SMA is also considering publishing this paper.

**H. MANN**, Professor, Department of Accountancy

Publications

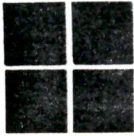
"Thus Spake the Rabbis, The First Income Tax?" The Accounting Historians Journal, Vol. II, No. 1, Spring 1984.

"The Jew of St. Denis: An Introduction," Canadian Jewish Historical Society Journal, Vol. 8, No. 2, Fall 1984.

Presentation

"Samuel Jacobs and the Liquor Trade 1760-1765," presentation before The Fourth International Congress of the History of Accountancy, Pisa, Italy, August 1984.





**H.MANN** (continued)

Book Review

Philip Creighton, A Sum of Yesterdays: Being a History of the First One Hundred Years of the Institute of Chartered Accountants of Ontario, Toronto: The Institute of Chartered Accountants of Ontario (1984) - Book Review in the Accounting Review, July 1985.

**G. PEDERZOLI**, Professor, Department of Quantitative Methods

Publications

"A Comparative Analysis of Various Power Indices," Proceedings ASAC, Vol. 6, Part 2, Montreal, pp. 111-124.

The article "A Shortest Path Routing Problem with Resource Allocation" (with N.C.F. Sancho), has been accepted for publication in Journal of Mathematical Analysis and Applications.

The article "On the Graphical Representation of some Pivoting Methods," (with H.A. Eisenlt and C.L. Sandblom), has been submitted to Journal of the Operational Research Society.

Presentations

"L'utilisation de la théorie des jeux dans le problèmes de localisation des centres" (avec L. De Barbieri), 53e Congrès de L'ACFAS, Chicoutimi, May 1985.

"Estimating Optimal Bases Using External Pivoting" (with H.A. Eiselt and C.L. Sandblom), EURO VII, Bologna, June 1985.

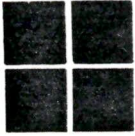
"Fair Distribution in Cost Allocation Problems," Instituto Universitario de Bergamo, Bergamo, July 1985.

Other Activities

Acted as external examiner for the Ph.D. thesis entitled "Monetary-Fiscal Policy Performance: Some Optimal Control Experiments with a Small Econometric Model of Canada," by Hoi Xuan Ngo, Department of Economics, Concordia University.

Acted as external examiner for the Ph.D. thesis entitled "A Study of Lorenz Curve and Gini Index of Some Statistical Models," by T.S. Krishnan Moothathu, Department of Statistics, University of Kerala, Trivandrum, India.





**BRUCE PRINCE**, Assistant Professor, Management Department

"Does Salary Discussion Hurt the Developmental Performance Appraisal?" was accepted for publication in Organizational Behavior and Human Decision Processes. It will appear in the August 1986 volume.

**CHRISTOPHER A. ROSS**, Associate Professor, Department of Marketing & Associate Dean, Research & Ph.D. Program

Appointed Director, Joint Ph.D. Program in Administration as of September 1, 1985. This program is made up of the Administrative Studies and Business Faculties from the four universities in Montreal: Concordia, H.E.C., McGill and U.Q.A.M.

#### Publications

"Marketing in the Third World: Educators Views" Susan Shaw, Leigh Sparks and Erdener Kaynak eds., Marketing in the 1990's and Beyond, Proceedings of the Second World Marketing Congree, University of Stirling, 1985 (with Ron McTavish).

"The Performance of Retail Sales People: A Correlational Analysis," Marketing, Vol. 6, Pt. 3, 1985. Jean Charles Chebat ed. (ASAC 1985) (with Mario Bergamin).

"Social Marketing: An Approach to Third World Development," Journal of Macromarketing Vol. 5, No. 1, Spring 1985 (with Carole Duhaime and Ron McTavish).

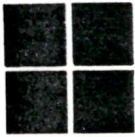
**R. SONI**, Sessional Lecturer, Department of Quantitative Methods

#### Papers Accepted for Presentation in Conferences

"An Application of a Stochastic Linear Program with Simple Recourse Model to Purchasing Decisions," to be presented at the Annual Conference of Operational Research Society of India, Jamshedpur, India, 13-15th December, 1985 (with Professors S.K. Goyal and M.I. Kusy).

#### Accepted for Publication

"Economic Replenishment Interval for an Item Having Positive Linear Trend in Demand," accepted for publication, Engineering Costs and Production Economics (with Professor S.K. Goyal).



**R. SONI (continued)**

"Economics Packaging Frequency of Jointly Replenished Items with Multiple Manufacturing and Packaging Cycles," Proceedings of the Third International Symposium on Inventories Section III (with Professor S.K. Goyal).

"Economic Replenishment Interval for an Item Having Linear Trend in Demand," Proceedings of the Third International Symposium on Inventories Section III (with Professor S.K. Goyal).

**L. SWITZER**, Associate Professor, Department of Finance

Publication

The Financing of Technological Change, UMI Press, October 1985.

**DEAN'S HONOR LIST**

**MBA GRADUATES - SPRING 1985**

We wish to extend our best wishes for continued success to the following students:

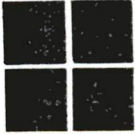
ALCOCK, Susan	ASSAYAG, Danielle
DI GIACOMO, James	HAASZ, Amy
KATZ, Michael	LEVENTHAL, Paul
REID, Dugald	SCOTT-FRIEMANN, Nairn

**THE EXECUTIVE MBA PROGRAM**

Concordia's new Executive MBA Program was officially launched on Saturday, September 7, 1985, with a day-long orientation session for the participating executives followed by a dinner for them and their spouses. The program for the initial group will continue during the next four regular semesters on alternate Fridays and Saturdays.

The initial class, composed of 32 executives, represents a broad cross-section of experience. Ages range from 29 to 55 with a mean of 39 and the group includes one M.D., one Ph.D., five with previous master's degrees, and two C.A.'s. Three are presidents of their firms while others bring extensive senior management backgrounds from all functional areas of business.





The eleven faculty members who are teaching in the program are all members of the EMBA Committee which reports to the Graduate Studies Committee through its Chairman, Cleve Patterson and Program Director, Naim Mahlab. The Committee has been meeting regularly for about two years in order to put together a high-quality closely integrated program. Faculty who are teaching in the first year are Dale Doreen, Charles Draimin, Ron McTavish, Gary Johns, Steve Appelbaum, Alan Hochstein and Cleve Patterson. Many top executives from industry are also participating as guest lecturers.

The Concordia EMBA Program is the third to be launched in Canada although such programs are common in the U.S. Most programs, like Concordia's, require corporate sponsorship and commitment as well as that of the student and are designed to meet the needs of middle and senior managers in mid-career who wish to obtain an MBA degree within two years while continuing to hold a full-time position. Executives in the program take all courses and move through as a group learning as much from each other as from the faculty. This also permits the course offerings to be closely integrated.

Recruiting has already begun for next year's incoming class. Further information can be obtained from Naim Mahlab (848-2993).

#### **THE CENTRE FOR SMALL BUSINESS AND ENTREPRENEURIAL STUDIES**

The Small Business Consulting Bureau has now completed its second successful year of operation. Working closely with Rob Dainow, the Bureau's activities covered an increasing number of clients and provided valuable experience to the senior student consultants.

Two activities which will be a further step in keeping CSB&ES in the eye are scheduled for this fall. The first, in conjunction with the Montreal Board of Trade, will be the workshop on "Starting a Business in Montreal," Thursday, October 24, 7:00 p.m., Loyola Campus and Saturday, October 26, 9:00 a.m., Downtown Campus. This is a repeat of a very successful program conducted two years ago. The second is a conference, "Excellence in Entrepreneurship: Building a Quality Company," scheduled for Saturday, November 16. The format will feature three theme speakers and a series of ten workshops each moderated by senior executives from a wide range of companies.





### **CONCORDIA SMALL BUSINESS CONSULTING BUREAU**

The Concordia Small Business Consulting Bureau has successfully completed its second summer of full-time operations. The bureau continues to operate on a part-time basis during the fall and winter terms linking students, through their courses, with projects appropriate to their studies. The student consultants provide high quality services at a reasonable cost to small and medium sized businesses in the Montreal area. This has enhanced the relationship between Concordia's M.B.A. students and the business community.

The students involved have not only gained practical experience but have also benefitted from the opportunity to implement theoretical concepts in real working situations. These students are well prepared to deal with the challenges of their prospective business endeavors.

Robert Perskio  
Manager  
Concordia Small Business Consulting Bureau  
(514) 848-2735

### **DEPARTMENT OF ACCOUNTANCY FIRST ANNUAL SUMMER SCHOOL IN CHARTERED ACCOUNTANCY**

The first annual Summer School in Chartered Accountancy was introduced on the Loyola Campus August 12-30. This school represents the graduating course for the Graduate Diploma in Accountancy and it was designed specifically to prepare students for the Uniform Final Examination in Chartered Accountancy held in September 1985. The Director of the school, R.A. Long, Professor of Accountancy, reports that 40 students attended. The majority of these students were completing the Diploma program but several students received their accounting education from other universities in Ontario and Québec. Evaluations submitted both by students and by faculty indicate that the first school was a success academically. The students were particularly satisfied with the course material; the comfortable academic environment; the professional administration of the school; and, most importantly, the quality of the faculty. This faculty represented a balanced team of experienced instructors, including four professors from Concordia's Department of Accountancy; four professors from the Universities of Toronto and Manitoba and York and Dalhousie Universities; and three professional educators from national C.A. firms. All faculty members are Chartered Accountants, including three who have been honored with the "FCA" designation.



## **COMPUTER CORNER**

by F. Vodopivec

### **Introduction**

First of all a hearty welcome to new faculty members and staff and a brief introduction to what this "corner" is all about. These articles try to get faculty-relevant computer news to you. My office is at GM 500-7 and the phone number is 2709 if you have any computer-related questions.

### **For Newcomers**

The Faculty of Commerce and Administration has three microcomputer labs which are for use by faculty, Ph.D. students and research assistants. There are two in the GM building and one in the CL building on the Loyola campus. All of the labs have PC's and printers and also a hookup to the CYBER (the university mainframe computer). Hours of operation are 9:00 a.m. - 5:00 p.m. Monday to Friday and the second floor lab in the GM building is also open from 6:00 p.m. to 11:00 p.m. Monday to Friday. For more information about the labs please give me a call or drop by.

### **Computer Showroom**

The Computer Centre has opened up as of September 26, 1985 a computer showroom. This has been set-up to allow faculty, staff and full-time students to buy their own computers at very attractive prices. Of the models and prices I have seen as of September 27, 1985, it appears the Olivetti models are very attractively priced. For more information phone K. Shebath at 7623.

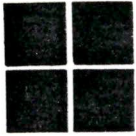
### **HP Laserjet Printer**

We have purchased a Hewlett-Packard LaserJet printer for the computer labs as a letter quality printing alternative to the daisywheel printers. The main advantages to the LaserJet are its quietness and equation capability. If you are interested in getting more information please drop by.

### **Equations and Word Processing**

A lot of people are unaware that WordPerfect is quite capable of producing equations in documents. The limitations are more often with the printer than anything else. For more information see me. If there is enough demand we will write a short tutorial on the subject.





### **Cass PC**

Cass now has a PC running WordPerfect. For those of you using WordPerfect already, this allows you to make corrections to your work before it gets printed on the daisywheel printer which will result in faster turnaround for your documents. For more information contact Laurie St. John at 2712.

### **Up Update**

WordPerfect has been updated to version 4.1. Some of the new features include a thesaurus and the ability to scan files without retrieving them. See me for updates.

### **Seminars**

We are planning a seminar called "Are you getting the most out of your PC?" It would be a problem solving seminar covering problems and solutions that you might have. Please contact me if interested.

## **AIESEC - CONCORDIA**

Daniela LaRiccia  
Public Relations Coordinator

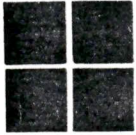
This year at AIESEC - Concordia, we are very enthusiastic in setting up a variety of activities. We have planned numerous projects such as a business luncheon and seminars to bring students and business people together.

So far this year, we have had a large response in recruiting new members. At recruitment Drive, on September 17, 18, 19, many students showed interest and curiosity about our association. We have acquired 62 new members and only with their support and active involvement, will AIESEC Concordia achieve its goals as well as continue to improve and expand in future years.

AIESEC recently presented its 5th Annual Career Day '85 on September 24. Students in all faculties had the opportunity to meet representatives from such companies as Bell Canada, General Motors, Proctor & Gamble, etc. Many compliments were made by students and the business representatives. Career Day was a success!

As you know, 1985 has been designated International Youth Year by the United Nations. Youth organizations in participating countries are actively involved in promoting IYY. Since the theme is





focused on "Participation, Development, Peace", AIESEC has decided to sponsor a foster child. The sex, age and country of the child has not been determined as of yet and suggestions are being considered. This will help a needy child throughout his life until the age of 18.

A Regional Congress will be held in St. Jovite October 11-14. This weekend is a chance for members of universities across Quebec to increase knowledge of other local offices.

The National Congress will be held in Toronto in January. There will be approximately 400 delegates of AIESEC from across Canada. The conferences being held offer much experience and a stimulating exchange of ideas. Also, the president of AIESEC National for the year of 1985-86 will be elected. Our president, Benoit Pelland, will be running for this position and we hope he will achieve his goal.

Throughout the year, we will be holding two student workshops. This semester, in October, the subject of the seminar will be on "Money Management". These will be held for all commerce students to attend and the dates and time will be further specified.

We will once again hold a 'Dream Auction' in February. This event will help raise funds for AIESEC by auctioning off a variety of items to students (e.g., ski tickets, clothes, meals...).

Other special events underway are the corporate breakfast, alumni brunch, a study tour and many more.

Thank you and we will keep you informed.

#### **RESEARCH AND PH.D. PROGRAM**

##### **Ph.D. Program**

The Ph.D. Program has admitted two new students this year. Their names and fields of concentration are:

François Grenier

Finance

Jennifer Thomas

Quantitative Methods

We wish them both every success.

With the graduation of Barbara Austin-Wright and Jerry Rosenblatt there are now eighteen students in the program. A reception for all the students in the program was held on September 20, 1985.



### Visiting Speaker Series

Our Visiting Speakers' Series (1985-86) got off to a good start on Friday, September 20. These lectures will normally take place on Fridays between 2:00 p.m. and 4:00 p.m. Each department has a Visiting Speaker representative and Faculty members wishing to suggest speakers should contact their representative. Professor Abolhassan Jalilvand from the Finance Department is the Coordinator of the series. Any further information can be obtained from him.

### Working Paper Series

Our Working Paper Series, Coordinated by Professor V.V. Baba from the Management Department is once again in full operation. Submissions for the series should be made to Professor Baba. Listed below are our current Working Papers. If you would like a copy, they are available in the Research and Ph.D. Office.

WORKING PAPERS LIST  
Faculty of Commerce and Administration  
Concordia University

No.	Author	Department	Paper #	Title	Pages
	Hochstein, A.	Finance	85-001	The Kinked Demand Curve and the Total Approach	36
	Büyükkurt, B. Kemal	Marketing	85-002	Price Information: Modeling and Some Findings	
	Jamal M. & Ahmed S.W.	Management	85-003	Job Stress, Stress-Prone Type A Behavior, and Personal and Organizational Consequences	25
	Laroche, Michel	Marketing	85-004	A Generalized Method of Orthogonal Polynomials: Regop and Graf Programs	31
	Robert Bloom & Hans Heymann	Accountancy	85-005	Teaching the Capital Budgeting Decision: Bridging the Gap Between Theory and Practice	18
	Robert Bloom & Araya Debessay	Accountancy	85-006	The Development of <u>Deprival Value</u> and the Controversy Underlying it	19

WORKING PAPERS LIST  
Faculty of Commerce and Administration  
Concordia University

No.	Author	Department	Paper #	Title	Pages
	Mats Alvesson	Management	85-007	Organization Theory in Practice As Ideology	24
	Lorne Switzer	Finance	85-008	International Exchange Inter-listing and Stock Exchange Performance: The Case of Canadian Based stocks Interlisted in the U.S.	29
	B. Kemal Büyükkurt & Meral Demirbag Büyükkurt	Marketing & Q.M.	85-009	Perceived Correlates of Store Price Image: An Application of the Bootstrap	23
	M. Rai Kapoor & K.H. Chan	Accountancy & Management	85-010	Education of the Professional Accountant: An Empirical Study	31
	M. Rai Kapoor	Accountancy	85-011	Accounting for the Effects of Changing Prices: A Canada - U.S. Comparison	32
	Mats Alvesson	Management	85-012	On Studying Cultural Phenomena in Organizations: Taking Materialistic Aspects and the Central Practices into Account	17
	C.L. Sandblom, H. A. Eiselt & K.O. Jorsten	Q.M.	85-013	Discrete-Time Optimal Control of an Economic System Using Different Objective Functions	25
	Christopher A. Ross & Blair Little	Marketing	85-014	Profiling Exporters and Non-Exporters in Developing Countries	29
	J. Pierre Brunet	Management	85-015	The Literature on Strategic Groups: An Emergent Structure and Analysis	49
	Shafiq A. Alvi and Syed W. Ahmed	Economics Q.M.	85-016	Assessing Organizational Commitment in a Developing Country: Pakistan, A Case Study	21



WORKING PAPERS LIST  
Faculty of Commerce and Administration  
Concordia University

No.	Author	Department	Paper #	Title	Pages
	Ulrike de Brentani and Cornela Dröge	Marketing Management	85-017	New Product Screening Decision Scenarios	22
	Michel Laroche	Marketing	85-018	How Consumers Process Information When Faced With Many Alternative Choices	19
	H. A. Eiselt	Q.M.	85-019	Theorems on Minimax Locations in Trees	9
	Ulrike de Brentani	Marketing	85-020	The Effect of the Firm on the New Product Screening Model	33
	Loren E. Falkenberg	Management	85-021	Women in Minority Positions and Organizational Stress	47
	Loren E. Falkenberg	Management	85-022	Cognitive Fatigue and the Development of Stress	35
	Loren E. Falkenberg	Management	85-023	Gender Stereotypes in the Workplace	59
	Chankon Kim & Majeed Khoury	Marketing	85-024	Task Complexity and Contingent Information Processing in the Case of Couple's Decision Making	24
	Lise Héroux		85-025	Information Expectation of First Year Marketing Students: Its Implications for Teaching	51
	Michel Laroche, Lee McGown & Lise Héroux	Marketing	85-026	An Experimental Investigation of Factors Affecting Product Label Information Processing	24
	Michel Laroche & Jerry Rosenblatt	Marketing	85-027	Economic Considerations for Dispensing Pharmacists: The Impact of Price-Quality Evaluations on Brand Categorization	26
	Chankon Kim & Ron Honigman	Marketing	85-028	External Information Search in Finding a Lawyer	22

WORKING PAPERS LIST  
Faculty of Commerce and Administration  
Concordia University

No.	Author	Department	Paper #	Title	Pages
	Michel Laroche, Jerry Rosenblatt & Terril Manning	Marketing	85-029	Services Used and Factors Con- sidered Important in Selecting a Bank: An Investigation Across Diverse Demographic Segments	26

**1986 CONCORDIA M.B.A. CASE COMPETITION**

The fifth Annual Concordia M.B.A. Case Competition has been scheduled to run from Wednesday, January 23 to Saturday, January 25, 1986.

The Competition involves teams from top M.B.A. schools across Canada who participate in four rounds of oral and/or written presentation. The teams are evaluated by panels of senior corporate executives.

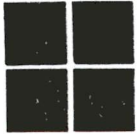
From Concordia's perspective, the Competition serves not only to promote its image as an important M.B.A. school, but it also allows members of the business community to increase their familiarity with Concordia's program and its future graduates, as well as giving Concordia students the opportunity to interact with students of other M.B.A. schools.

The organizers for the 1986 Concordia MBACC are Isabel Pappe and Mary Janine Thomson. Their office is located in Room GM 218-01, telephone number 848-2736. They would be happy to answer the questions you may have in connection with the 1986 Case Competition. Also, they would greatly appreciate any and all assistance you may offer them in making this event a success.

**M.B.A. PROGRAM**

The academic year of 1984-85 has been an extremely active year for the MBA Program with many initiatives demonstrated at the MBA Committee level, in the MBA office, and with the Commerce Graduate Students' Association. These will be carried through in the coming year.





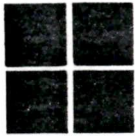
The MBA Committee has implemented many changes in the regulations of the MBA program which aim to improve the quality and strength of our program. Most notable are: the final withdrawal date advanced by four weeks, adopted at the university level for all graduate programs; minimum course load of 4 for full-time students; and a quality control of 3.00 GPA for all students in the program. Following the changes in regulations, an indepth review of the curriculum has taken place from an external appraisal, the BGS appraisal and the MBA Committee Task Force. A response to the BGS appraisal will be prepared for submission at the end of October and in depth curriculum planning will be underway this year. Many thanks extended to our Chairman, Frank Sbrocchi and our committee members: K. Buyukkurt, J. Tomberlin, V. Baba, and J. Doukas and welcome to the new members C. Patterson and P. Pitsiladis.

Admissions to the program have increased 20%. This, in hand with an increasing standard in the quality of admissions has reduced the number of students admitted without work experience and particularly those coming directly from a Commerce Degree. The profile of new students is approximately 45% Arts Degree, 20% Commerce Degree, 25% Engineering and Science Degree and 10% other.

Feedback to the MBA office would indicate that the individualized service that is provided to applicants through interviews and the monthly information sessions attended regularly by over 30 - 40 applicants, attract students to our program and substantiate the Faculty's accessibility to its student population. Orientation Days, which are now in their second year, further reinforce the student's perception of the personal interest demonstrated by our faculty. This year we held a full day orientation with over half of our incoming class attending and which closed with an evening dinner, well attended by MBA faculty members. The success of these days is due to the interest and commitment of the members of the planning group who have worked with the Administrative Director to develop and offer these days. Many thanks to K. Argheyd, V. Baba, C. Patterson, B. Taylor, F. Sbrocchi, B. Ibrahim, I. Devine. We will be inviting other members to participate for this coming year.

The response from the Faculty to the Business Research project has been outstanding this year and last year. This year we have 112 students linked up with professors, last year 116. This further demonstrates the faculty's involvement with the MBA Program and their support is appreciated.





Over the past year, we have had outstanding achievements by our students in acquiring scholarships, some of which are a national competition. Congratulations to all students:

Teaching Fellowship

Tara Ballance	- Renewal
Jerry Thomas	- New - 1985
Diana Mactier	- New - 1985

Bessie Schulich Fellowship

Neil Abbott

Xerox Award

Christian Stewart Patterson-Findlay

Transport University Fellowship - A national competition

Norah Flaherty  
Linda Magher-Legault

FCAC

Robert Carriglia

Imperial Order of the Daughters of the Empire

Christian Stewart Patterson-Findlay

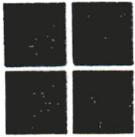
Concordia University Graduate Fellowship

Christian Stewart Patterson-Findlay

We have also been granted a new award - the Bessie Schulick Fellowship for Entrepreneurship for \$3000.00, which this year will be granted to Neil Abbott.

In the exchange program, we now have 7 full-time Chinese students and 2 CERAM students. Their participation in our program provides an added dimension to the classroom experience.

The MBA office was successful in obtaining grants from the Summer Challenge '85 Employment Program with Canada Manpower to the amount of over \$10,000 for the faculty. Two projects were specifically for the MBA program to develop an audio visual



promotional tape for the Professional MBA and to develop tutorial services for MBA students. The promotional tape is nearly completed and will be used at the information sessions. Deborah Day and Kevin Spreekmeester, from the Communications Department should be commended for their initiative and imagination. The collaboration of the many members of the faculty involved in this production is also greatly appreciated.

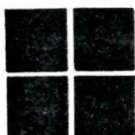
The Tutorial Service's original goal was to set up tutorial services for students requiring assistance in MBA core courses. However, the service has extended its function into developing and assuming the responsibility and coordination of the workshops to further assist students in the program.

The Tutorial Service has involved a compilation of course outlines, old exams, additional references and articles and cases for all Part I courses. It has also involved the recruitment of students and professors willing to participate in the service. The quality of tutoring is ensured by allowing only 'A' students to tutor a course and by the close collaboration of the faculty member teaching the course. Up to now, 23 pupils are being serviced and there are 23 student tutors available. The tutorial service also compiled a MBA library access guide, which provides a summary on the library facilities and on business research. To date, 105 copies have been sold at a minimal cost of \$4.00.

The students developed and coordinated introductory computer access workshops, to provide MBA students with information on how to access Concordia's network, basic fundamentals, Lotus 123 and Wordperfect. Over 100 students participated. The workshop was offered in collaboration with Continuing Education who provided the facilities. Thanks go to Don Bulua and Alan Barabas, the MBA students who were the workshop leaders. All of this creative activity is the result of two MBA students' commitment and initiative - Gary Yentin and Luc Flynn. We hope that this service will continue and become an integral part of the MBA Program.

The Job Hunting Workshops offered by the Guidance Services for MBA students, have known unprecedented success with over 60 students registered. Group leaders Mary Scott and Priscilla Kredl's continued commitment to our students is greatly appreciated.

The Commerce Graduate Students' Association continues to offer much support to the MBA office. The members of the Executive and their volunteers actively assisted in the fall '85 in-person



registration and are assuming full responsibility for the production of the Profile Book, including recruitment, the job hunting workshops and the mailing to over 1,000 companies across Canada.

Alan Barabas, Alison Toms, Mike Abbass, Vince Cardello, Elaine Ianora, Marie Lafleur and Karen Koury are providing an important leadership function in the C.G.S.A. Their involvement in Orientation Days, Information Sessions and all other activities is a valuable contribution.

The placement issue of MBA Graduates is being addressed by the Administrative Director's involvement on the Quebec board of the University College Placement Association and the creation of the MBA Chapter of the Alumni Association which will have its opening activity on November 7, 1985.

In closing, none of this could be achieved without the tremendous commitment of the MBA office staff, Madeleine Davoudi, Pat Garneau-Pejham, Elena Marsillo and Lyne Renaud. Many thanks to them from all of us and our students. We look forward to a new year.

L.E. Winser  
Administrative Director  
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